

ABSTRACT

A system to provide access to information related to an audio or video signal being distributed to a multiplicity of people at a given time includes a watermarking arrangement for inserting identification codes into the audio or video signal before or at the time of distribution, the codes consisting of information identifying the time of distribution and the identity of the distributor, a reader for reading the identification codes and associating a block of data stored in a data store with the identification codes, and a communicator, such as, a mobile phone for one or more person who has received the audio or video signal to access the block of data using either the identification codes or the identity of the distributor and the time of distribution.